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# LOS ANGELES RESTAURANT MARKET RESEARCH

01





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# What we will do?

- **Investigation** of the proportions of the various types of establishments
- **Investigation** of the proportions of chain and nonchain establishments
- **Investigation** of the number of seats.
- **Investigation** by street names





03



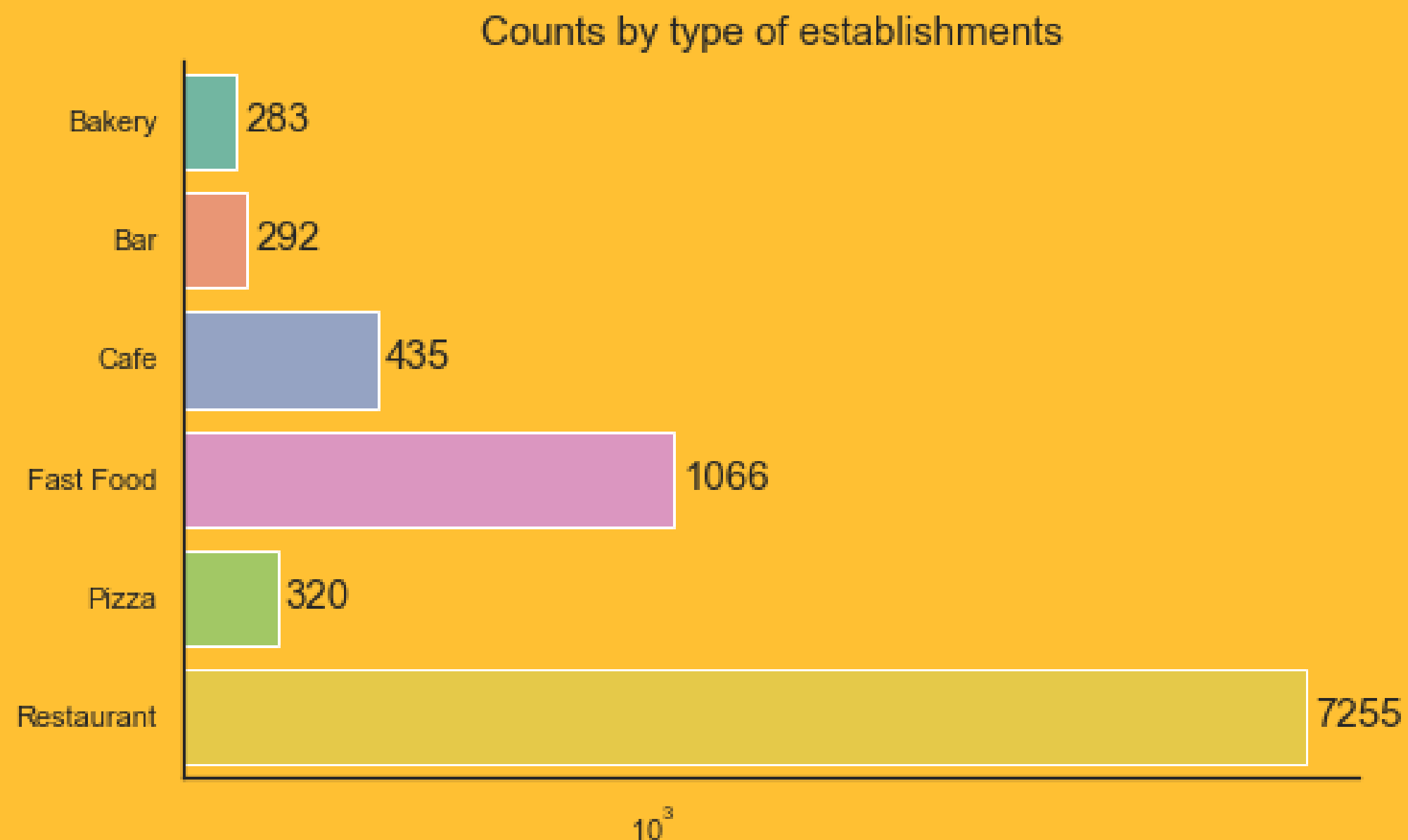
The study involved **9651** restaurants in Los Angeles





## Investigation of the proportions of the various types of establishments

First type is "Restaurant". Second is "Fast Food". Bakeries have the least competition in the market since there are fewer of them.



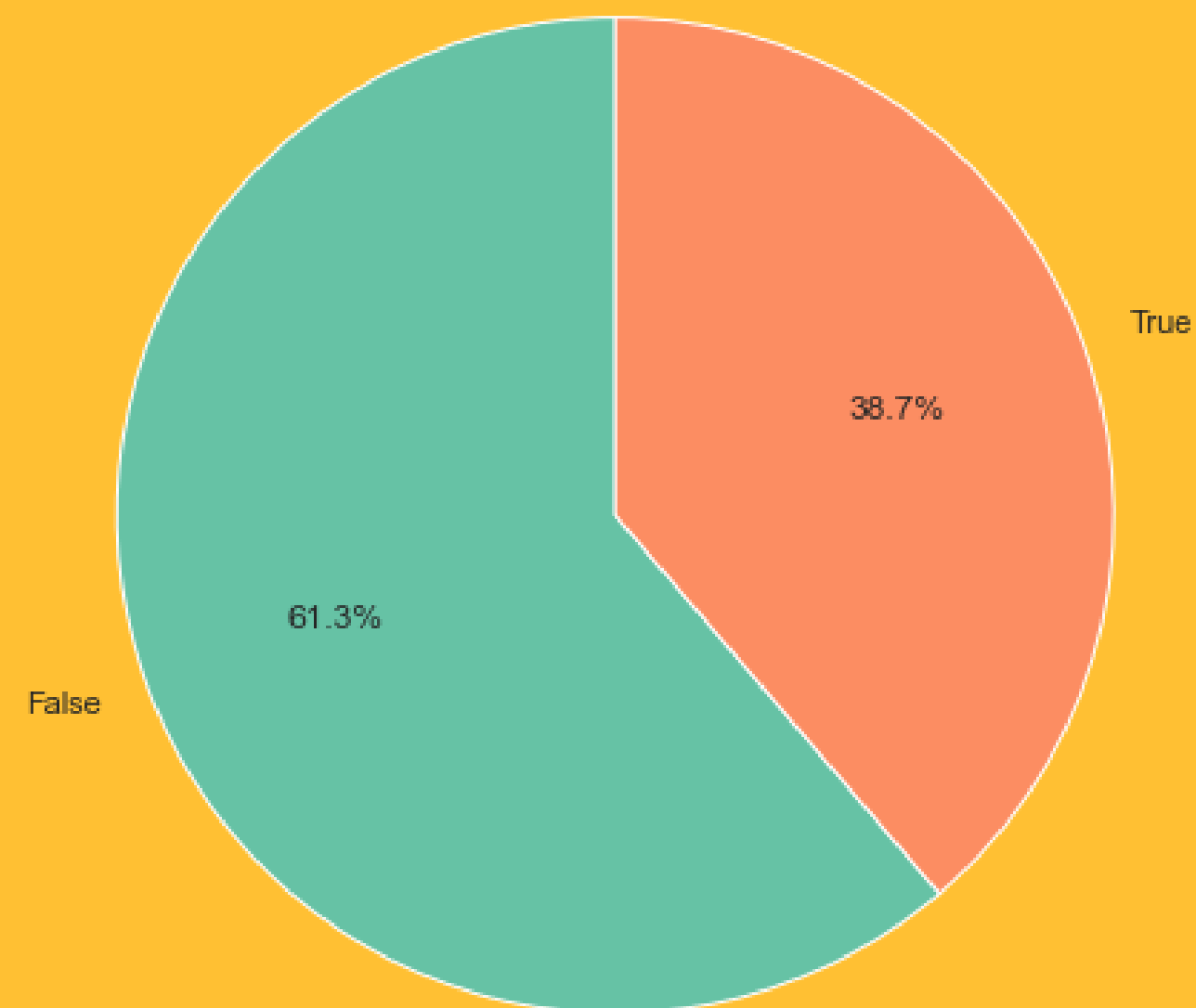


## Investigation of the proportions of chain and non-chain establishments

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There are almost twice as many non-chain restaurants as chain restaurants. This means that non-chain restaurants are well accepted by people.

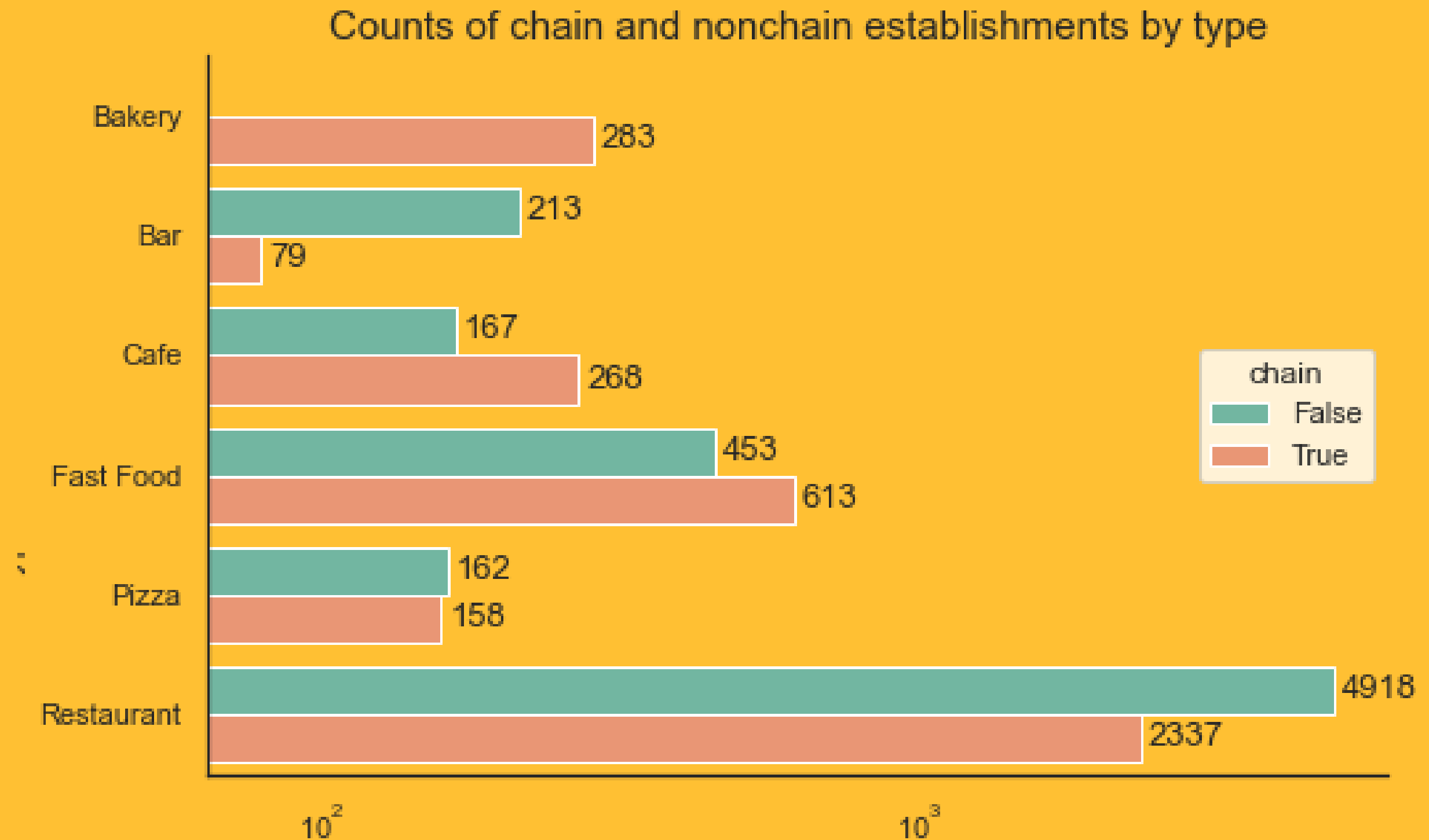
Counts of chain and nonchain establishments



Not Chain - False, Chain - True

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An interesting observation - bakeries are only chain. Most of all non-chain bars. Cafes and fast food are more networked, and pizzerias are about the same. The restaurants more are no-chain restaurants, but not significantly.

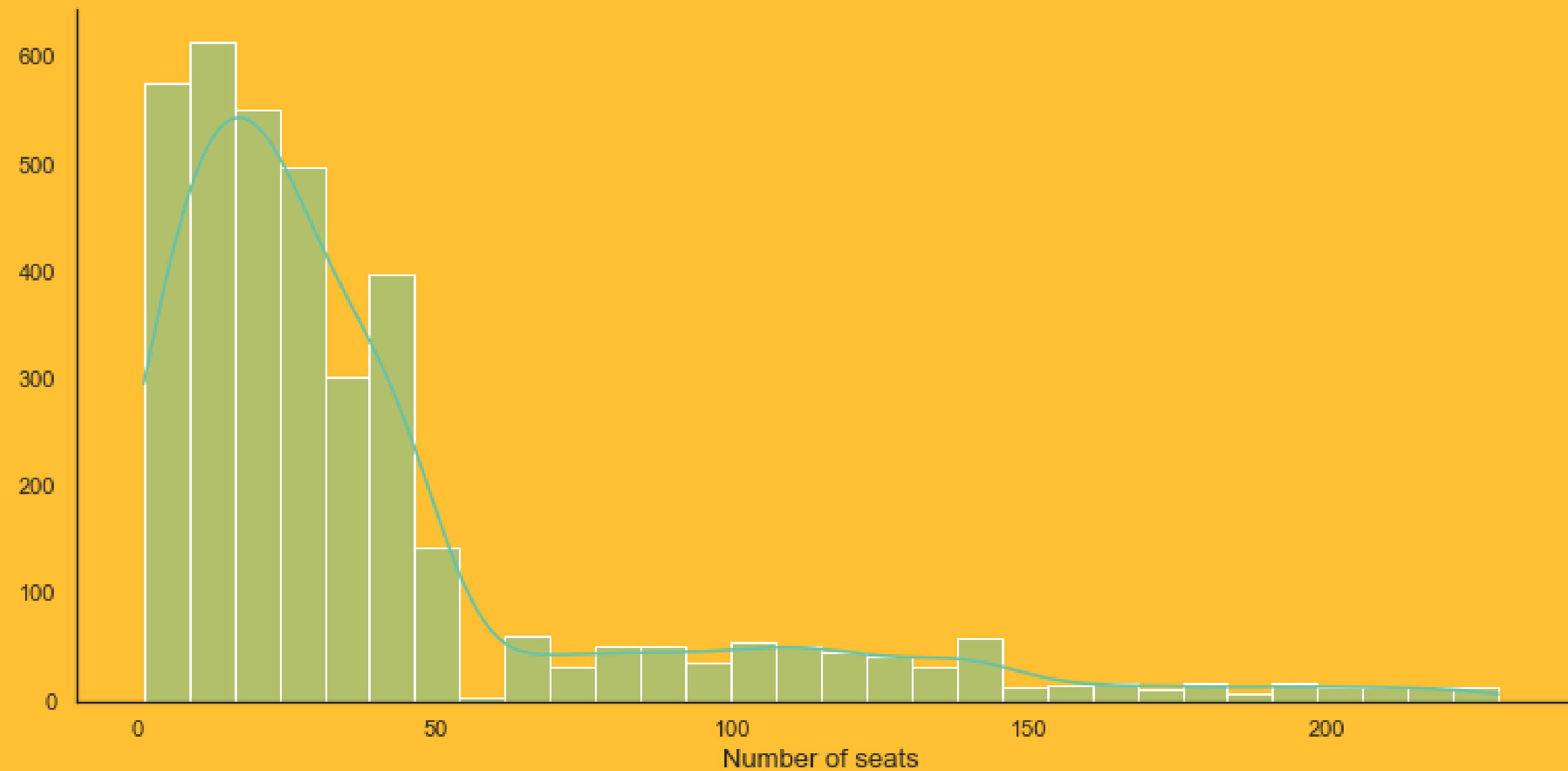


# Investigation of the number of seats

Most of the restaurants have up to 50 seats.

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Counts of the number of seats in chains establishments

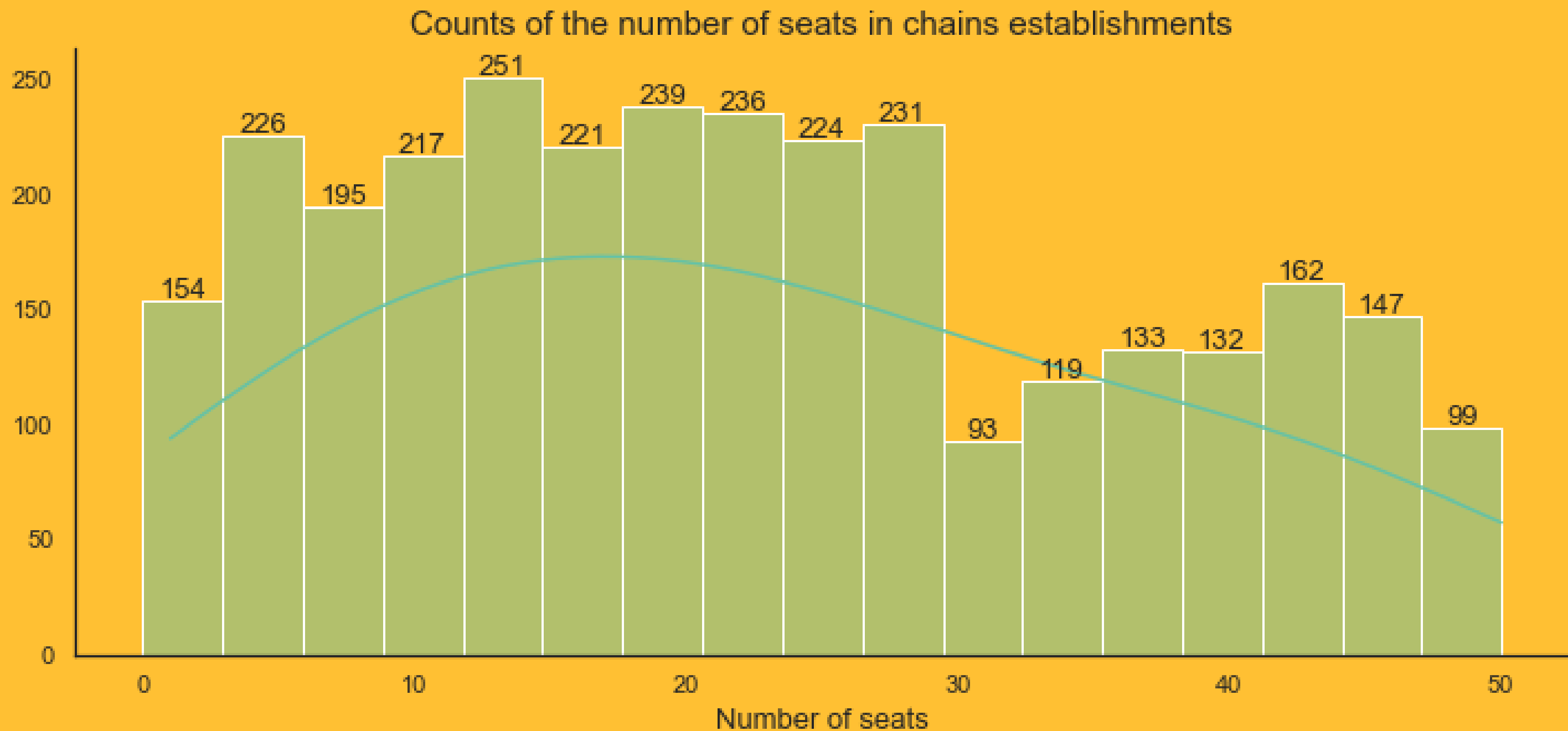




## Investigation of the number of seats

Most establishments have from 5 to 30 seats.

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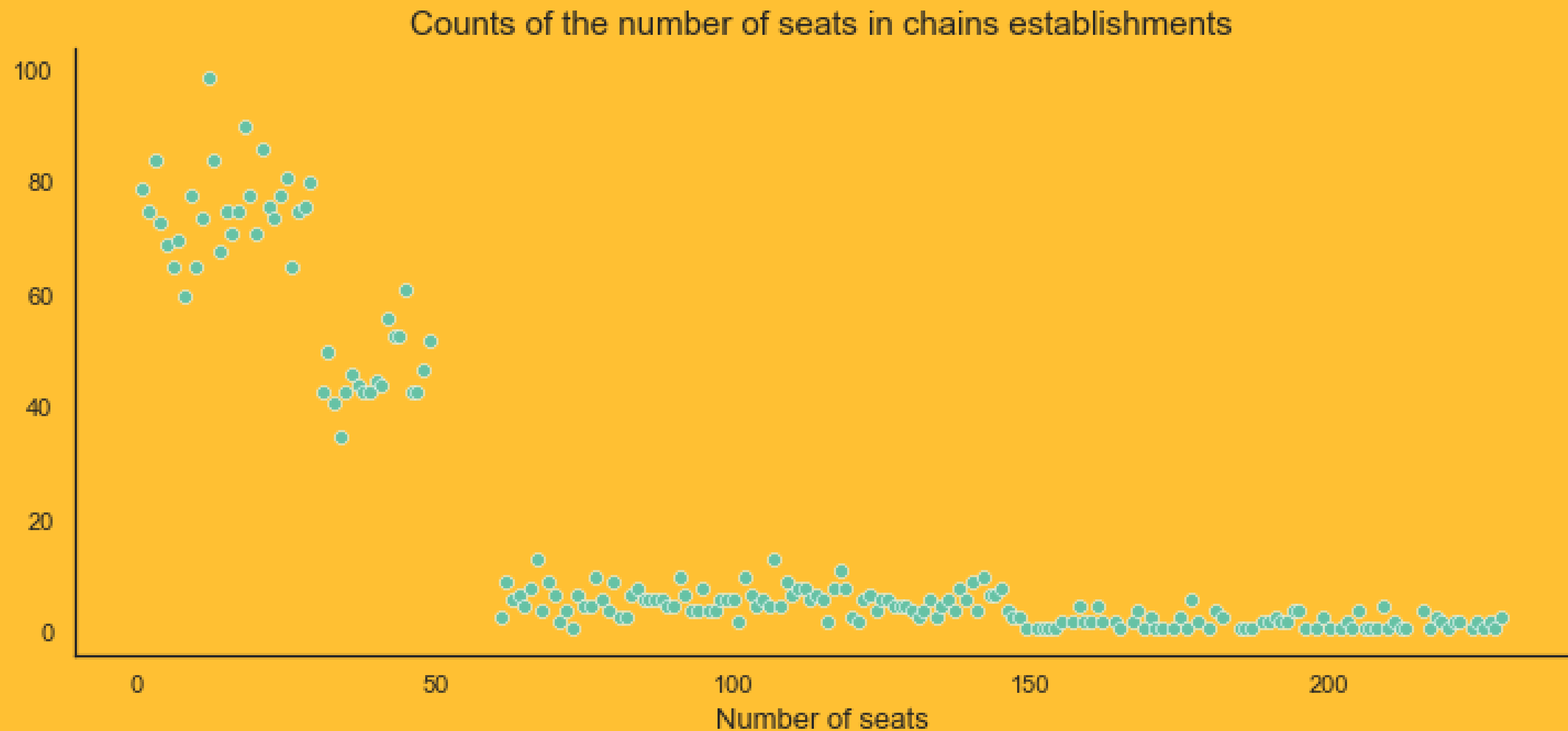




## Investigation of the number of seats

The less the number of establishments in the chain, the more seats.

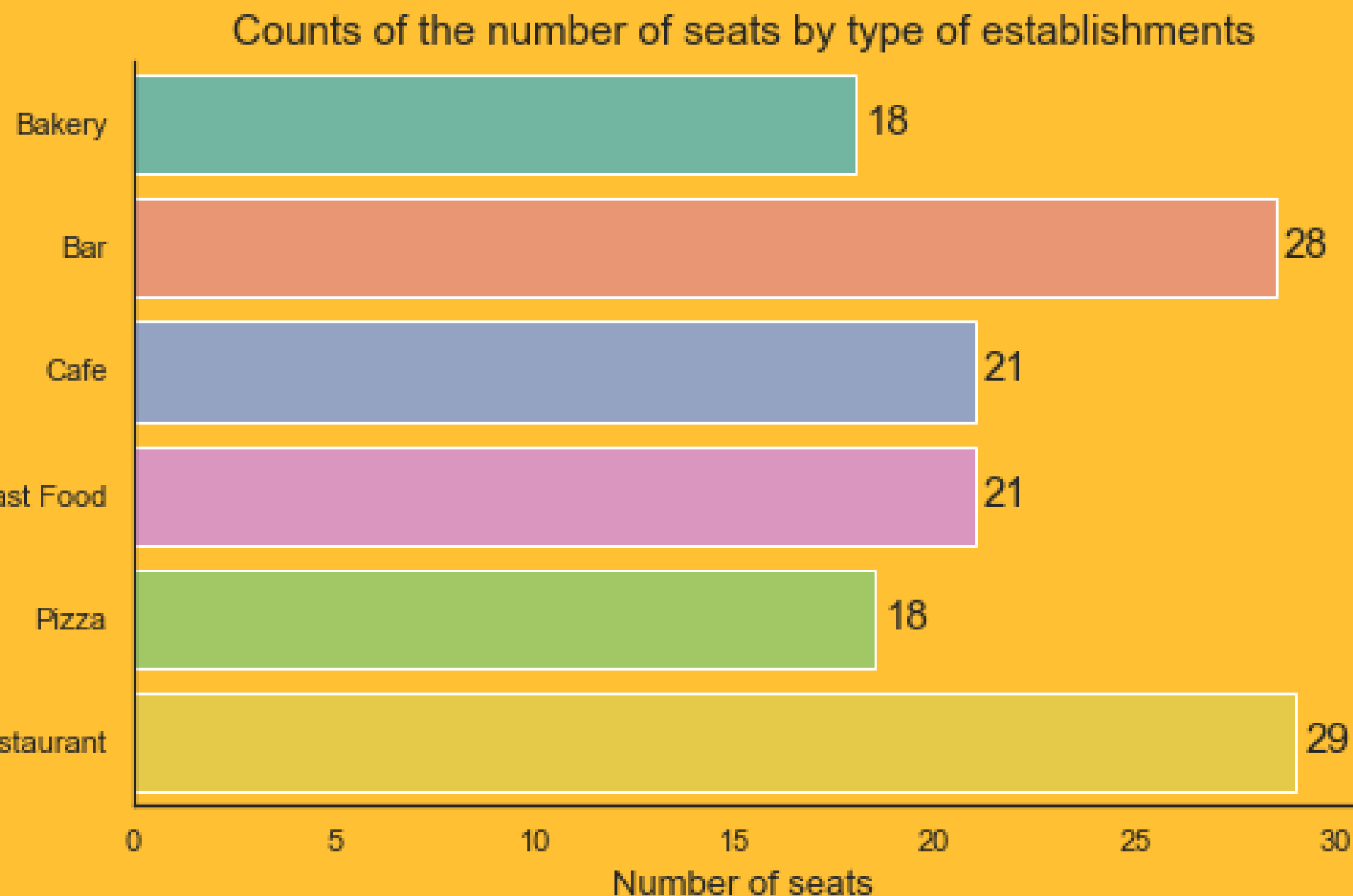
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## Investigation of the number of seats

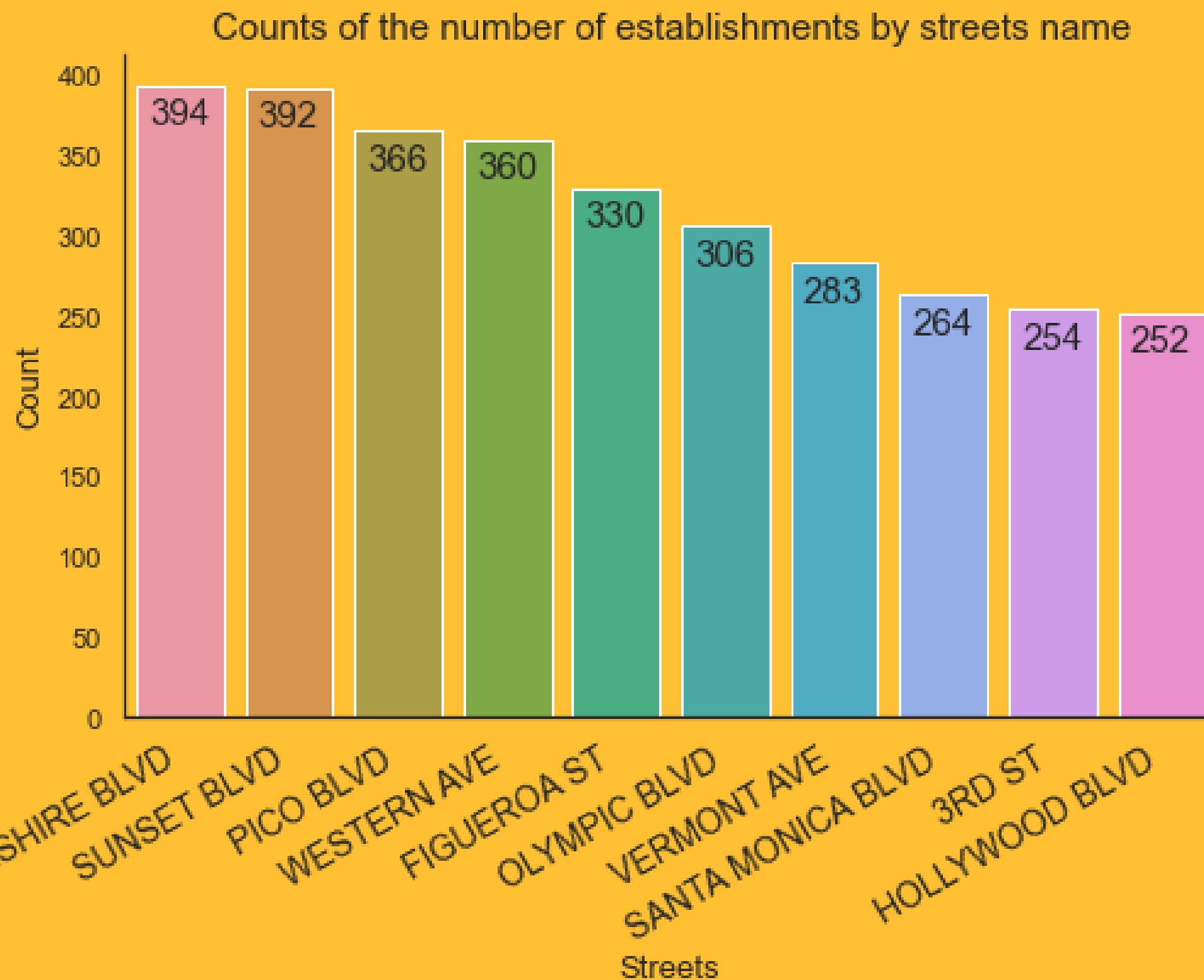
Bars and restaurant have on average 29 seats. Other types have about 20.



## Investigation by street names

Wilshire Boulevard is a 25.48 km boulevard. One of the principal east-west arterial roads of Los Angeles. Sunset Boulevard, which is about 36 kilometers long, is one of the main streets of Los Angeles.

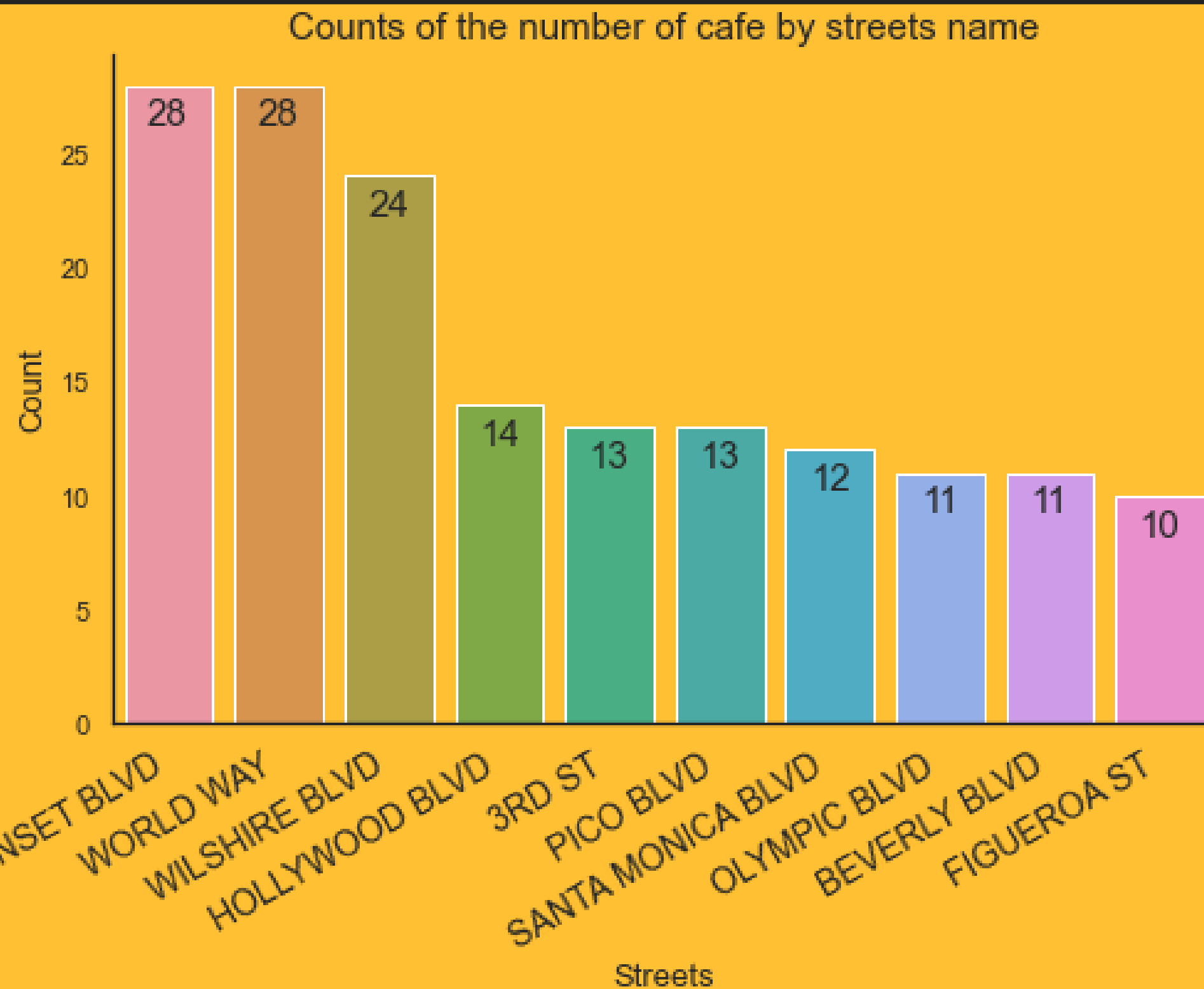
328 streets in LA only have one restaurant.





## Investigation by street names

Sunset boulevard, World way (airport) and Wilshire boulevard streets with many cafes.

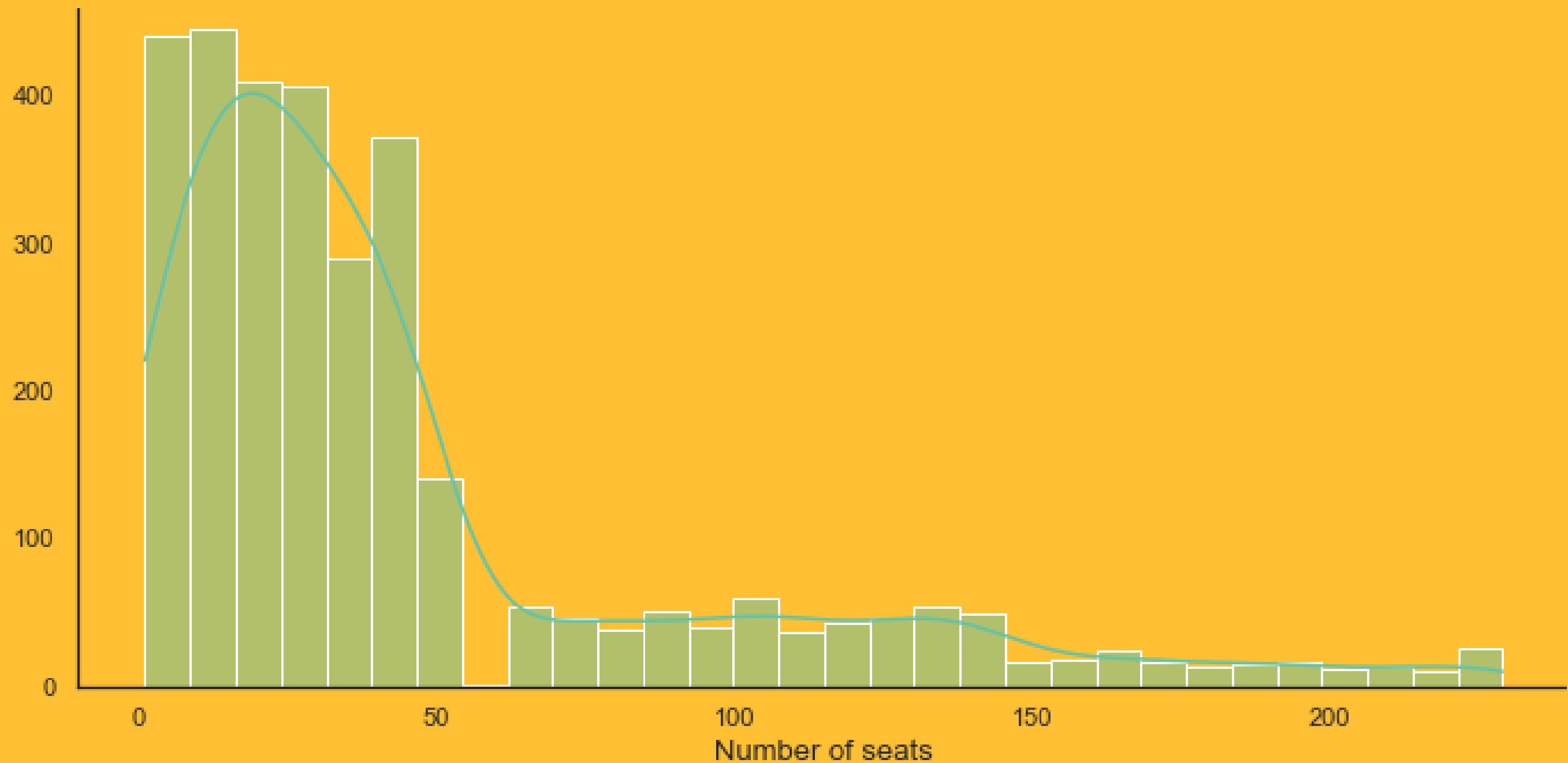




## Investigation by street names

It looks the same as in the whole city. Most of the restaurants have up to 50 seats.

Counts of the number of seats in establishments on TOP10 streets

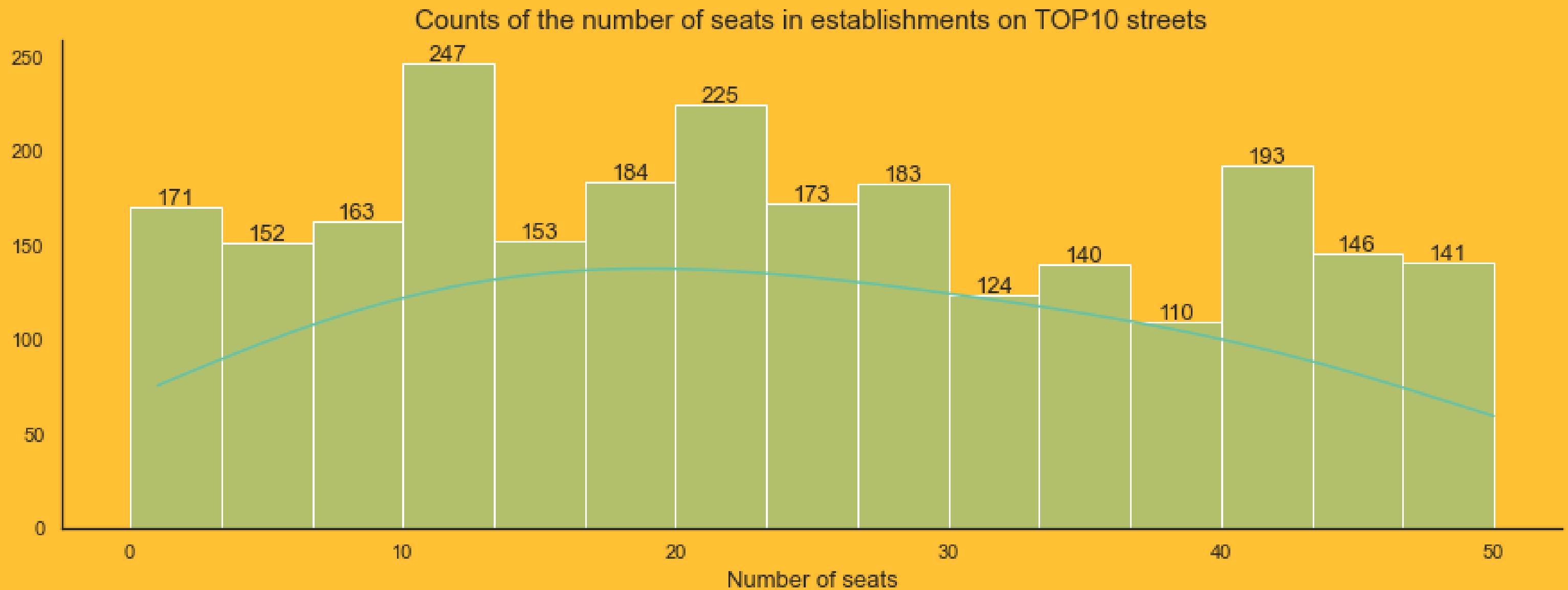




## Investigation by street names

Most of the restaurants have about 10, 20 or 40 seats.

14

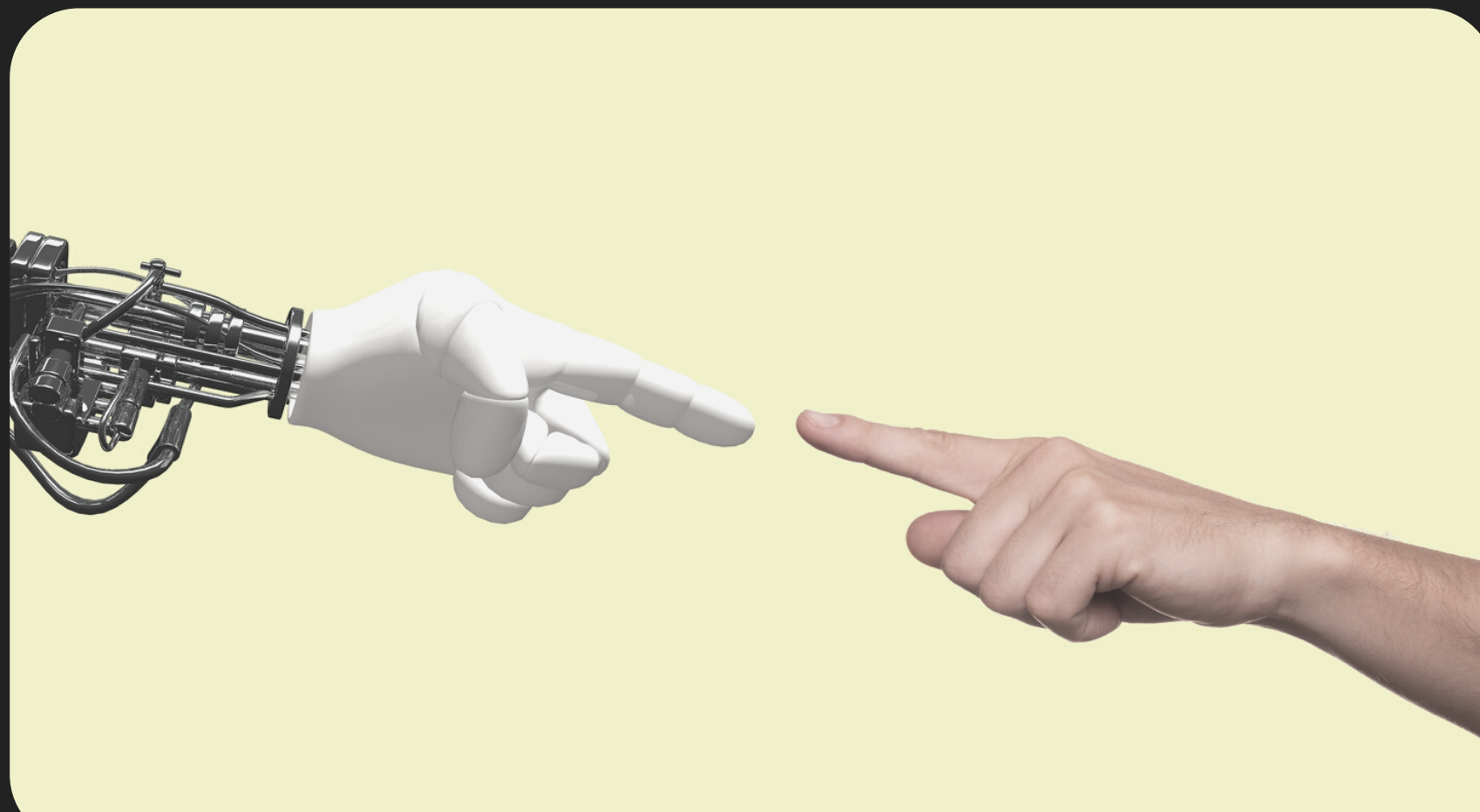






# Overall conclusion

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## Competitor

The competitive environment for cafes is easier than for restaurants, as there are 435 cafes in LA and 7255 restaurants. There are more chain cafes in the city and non-chain cafes with robot waiters can cause increased interest.

## Seats

The cafe will have no more than 20 seats.

## Location

We will open a cafe either on Hollywood Boulevard or on Pico Boulevard. The streets are in the top 10 in terms of the number of establishments, and therefore the number of people, but there are only 14 cafes.